

ABSTRACT

The description interpreting unit (101) identifies the format (the Exif, the JFIF and the like) of the image data which is included in the content which is received from the host equipment (10). The
5 image data obtaining unit (103) obtains the image data which is linked to the content from the printing content buffer (102) or the external DB (119). The image judging unit (104) judges the type of the received image file, and notifies the result to the image rasterization unit (105). The image rasterization unit (105)
10 extends the compressed image data. The image processing deciding unit (106) decides parameters for the image processing which is executed by the image processing unit (107). The rendering unit (108) converts the image data to be described by the CMYK color space in order to execute printing. And, the printing
15 unit (109) executes printing.